

4<sup>th</sup> Quarter 2009

**QUARTERLY ISSUES/PROGRAMS REPORT**

**KYW-TV, PHILADELPHIA, PENNSYLVANIA**

**CBS BROADCASTING, INC.**

**CERTIFICATION**

*On behalf of KYW-TV, I certify that a copy of the quarterly issues/programs report for KYW-TV, licensed to CBS Broadcasting, Inc. was placed in the station public inspection file on January 11, 2010.*

---



**Jon Hitchcock**  
**President/General Manager**  
**KYW-TV**  
**January 11, 2010**

**KYW-TV 3 – PHILADELPHIA, PA  
QUARTERLY ISSUES PROGRAMS LIST  
CBS BROADCASTING, INC.**

**October 1, 2009 – December 31, 2009**

Attached are listings of broadcast segments, which in the station's judgment reflect KYW-TV3's most significant programming treatment of ascertained community issues.

**PROGRAM INDEX**

**KYW-TV Eyewitness News** – weekdays, 5:00am – 7:00am; 12noon – 12:30pm; 4:00pm – 5:00pm; 6:00 - 6:30pm; 11:00pm – 11:30pm; weekends, Saturday, 6:00am – 7:00am; 6:30pm – 7:00pm; 11:00pm – 11:30pm; and Sundays, 6:00am – 8:30am; 6:00pm – 6:30pm and 11:00pm – 11:30pm, regularly scheduled news broadcasts focusing on the latest current issues.

**Eyewitness Newsmakers** – A rotation of KYW-TV News Anchors provide an approximately 10-minute segment, including newsmaker interviews which air during each Sunday morning newscast. Segments address current events on local and national fronts. The segments air in the 8:00am broadcast.

**Talk Philly** – weekdays, 12:00pm – 12:30pm; regularly scheduled lifestyle magazine program looking at a variety of topics that make the Philadelphia area so special. Hosted by Pat Ciarrocchi and Ukee Washington. **(NOTE: Program launched on October 19, 2009).**

**BUSINESS/ECONOMY/CONSUMER – Topics in this category include reports on changes in retailer return policies and plans to draw more visitors to the National Constitution Center.**

**Eyewitness News:** 10/13 – (2:00), The recent cash for clunkers program resulted in thousands of car sales; not everyone or every vehicle was eligible though, but a web chat was held to help viewers who had questions; 10/22 – (1:35), Right now, there are a lot more cheap cell phone deals to choose from, leaving behind those long-term contracts and complicated payment plans; 10/27 – (1:00), More and more people are about to get socked with unexpected fees from their credit card companies; 11/10 – (2:00), Beginning Sunday, people with Medicare Part D will be able to make changes to their coverage, so a team of experts was made available to answer Medicare Prescription Plan related questions; 11/17 – (2:05), Consumer Reporter Jim Donovan tested hundreds of toys for over a month including some top toys for boys and girls; 12/4 – (1:45), With no long lines or crowds of shoppers, finding a bargain on the web is the perfect present, but there are steps you need to follow to protect yourself when shopping online; 12/11 – (1:30), Drafty doors and windows can do a number on your comfort and your energy bill, but it doesn't have to cost a lot to keep the drafts out; 12/14 – (1:25), Stores are ramping up efforts to get you to sign up for their credit cards; they usually have special discounts if you sign up for one, but beware that there could be a hidden catch; 12/28 – (1:40), The rules for returns have changed this year, and in many cases retailers are making it more difficult.

**Newsmakers:** 11/22 – (10:00), Tom Stark of the Federal Reserve Bank of Philadelphia analyzes projections of when the economy will bounce back from the recession, and what sectors will lead the growth; 12/6 – (9:30), David Eisner, the new President and CEO of the National Constitution Center, talks about plans to draw more visitors.

**CRIME – Topics in this category include reports on a crime prevention program targeting Philadelphia's most dangerous neighborhoods and the search for a driver involved in a deadly hit and run crash.**

**Eyewitness News:** 10/2 – (:20), Wilmington Police are searching for a suspect in connection to the attempted sexual assault of a woman early Friday morning; 10/12 – (:20), Delaware State Police are searching for two suspects who stole a wallet from an unsuspecting elderly woman shopping at a Wilmington Shop Rite; 10/20 – (:20), Investigators have released surveillance video in connection to the murder of a bakery shop owner in Camden County; 11/11 – (1:30), A teenaged driver has admitted to smoking marijuana the night before a deadly high-speed crash in Delaware County; 11/23 – (:20), A national study ranks the New Jersey city of Camden as the nation's most dangerous city in 2008; 11/30 – (1:40), An educator and community leader was robbed of his watch as he lapsed into unconsciousness and died in the waiting room of a Philadelphia hospital; (:20), A reward is being offered for information leading to an arrest in the brutal assault and rape of a blind woman inside her Northeast Philadelphia home Sunday; 12/1 – (1:40), Police are trying to track down a driver involved in a deadly hit and run crash in Elkins Park, Montgomery County; (2:00), A crime-prevention program

targeting Philadelphia's most dangerous neighborhoods during the most violent times of day is being touted as a success. The initiative partnered city police with state and federal agencies. It focused on 12 police districts between 4 p.m. and 3 a.m. on Friday and Saturday nights; 12/5 – (:20), Police in Gloucester County are searching for the heartless thug who attacked and robbed an elderly woman in her driveway; 12/12 – (:20), Police are searching for two suspects in connection with a series of cell phone store robberies in South Philadelphia; 12/28 – (:20), Police are investigating a shooting that left a 22-year-old dead in the Wissinoming section of Philadelphia Monday morning; 12/24 – (:20), A Delaware state official claims that a pediatrician charged with sexually abusing his patients likely attacked more than 100 children at an office he had decked out with a merry-go-round and a Ferris wheel; 12/30 – (:20), Police commissioner Charles Ramsey said preliminary figures for 2009 show a ten percent decrease overall in violent crimes in Philadelphia; (1:40), A \$10,000 reward is being offered by the Citizens Crime Commission for information leading to an arrest following a deadly hit and run in Montgomery County last month.

**CULTURE – Topics in this category include reports on an effort to save the annual Mummers Parade in Philadelphia and a designer previews his new line of holiday decorations and talks about his exhibit at the Philadelphia Museum of Art.**

**Talk Philly:** 10/20 – (30:00), Movie Writer/Producer Lee Daniels talks about his new movie “Precious” – 10/21 – (30:00), Local boutique owner Leehe Faihe talks about fall fashions for less; 10/22 – (30:00), Actor Jaime Foxx talks about filming his new movie in Philadelphia; 10/23 – (30:00), Psychic Joseph Tittel talks about the “Mind, Body, Spirit” expo in town for the weekend. Hitting Coach Milt Thompson of the Philadelphia Phillies talks about baseball playoffs; 10/26 – (30:00), John Bari of the “Spirits of 76 Ghost Tour” talks about a fun event for Halloween. Local boutique owner Sherri Guggenheim talks about fall shoe trends; 10/27 – (30:00), R&B legend Billy Paul and chef Alberto delBello talk about a fundraiser for the R & B foundation; 10/28 – (30:00), Local radio host Rhea Hughes talks about Phillies baseball playoffs. A local teacher and his friends sing a Phillies playoff song. Local music legend Kenny Gamble talks about the death of Michael Jackson, the premiere of his documentary, and unveils exclusive video of a teenage Michael Jackson recording in Philadelphia; 10/29 – (30:00), Master carver Chef Joe Poon speed-carves pumpkins. Former Philadelphia Phillies relief pitcher Ricky Bottalico talks about Phillies playoffs; 11/3 – (30:00), Nationally-known jeweler Steven Lagos shows off his specially-made “Philadelphia Flyers” pendants that will be sold for charity; 11/5 – (30:00), Chef Guy Fieri of the Food Network talks about his new book and his road show; 11/6 – (30:00), Athletes from the Philadelphia Passion lingerie football league talk about their first home game; 11/9 – (30:00), MANNA’s Beth Palubinsky, Chief Development Officer talks about the charity’s “Pie in the Sky” holiday fundraiser. MANNA provides home-delivered meals to people living with AIDS and other life-threatening diseases. Chef Robert Bennett of Classic cake in NJ prepares pumpkin desserts; 11/11 – (30:00), Local boutique owner Sherri Guggenheim talks about hot fall handbag fashions; 11/12 – (30:00), Local actors Tom McCarthy and Carla Belver talk about heir upcoming production of “On Golden Pond.” Local designer Shay Sutton debuts her new line of clothing. Author talks about his new book on Philadelphia’s

Princess Grace; 11/13 – (30:00), Philadelphia’s own “Bacon Brothers” – including actor Kevin Bacon – perform live and talk about their benefit concert to save the annual Mummers Parade; 11/16 – (30:00), The National Constitution Center’s President, Linda Johnson, talks about the new Princess Diana exhibit; 11/18 – (30:00), Philadelphia Komen For the Cure’s “Teens for the Cure” talk about why they organized their group, and about their upcoming fundraising fashion show to benefit the charity; 11/20 – (30:00), Mickey Dolenz of the Monkees talks about his show in Reading, PA; 11/23 – (30:00), Local vegan Chef Kurt Smith talks about cooking a vegetarian Thanksgiving dinner. Local florist Eric Shellack of Robertson’s florist shows us how to make beautiful centerpieces for the Thanksgiving table; 11/24 – (30:00), Meteorologist and author Carol Erickson debuts her new book “Not a Used Dog at All” and brings along the PSPCA to talk about shelter dogs and adoption; 11/25 – (30:00), Actress Lorna Luft talks about her show “White Christmas,” in town for the holidays. Famous chef Delilah Winder shows us how to make interesting side dishes for Thanksgiving; 11/26 – (30:00), Chef from restaurant “Jones” shows us what to do with Thanksgiving leftovers. Nationally-known Psychologist Judith Sills talks about getting along at the Thanksgiving dinner table; 12/2 – (30:00), International Designer Marcel Wanders shows us his new line of holiday decorations and talks about his exhibit at the Philadelphia Museum of Art; 12/3 – (30:00), Photographer Shawn Mae of Light Touch photography shows us how to take a great holiday photo; 12/7 – (30:00), Chef Robert Bennett of Classic Cake shows us how to make great holiday cookies; 12/10 – (30:00), CBS Correspondent and Author Byron Pitts talks about his new book which details how he overcame stuttering and illiteracy to become a high profile journalist. Former NBA star Earl “The Pearl” Monroe talks about signs of diabetes, how he is fighting the disease, and how a local restaurant won a national contest by making a great diabetic-friendly menu; 12/11 – (30:00), Local chef Alberto DelBello cooks great dishes for Hanukah; 12/14 – (30:00), Dancers from the PA Ballet talk about the opening of “The Nutcracker.” Local store manager Alison Langner of South Moon Under talks about hot winter fashions; 12/15 – (30:00), Dr. Lawrence Rebbechi of the Wellington Animal hospital talks about pet hazards in your home during the holidays; 12/17 – (30:00), Stylists Kevin Gatto and Nancy Amoroso, along with makeup artist Joe Carr, show us how to go from work to a holiday party with little fuss. Duchess of York Sarah Ferguson talks about her new movie “The Young Victoria”; 12/23 – (30:00), Marc Summers of the Food Network shows us great candy gifts for Christmas. Actors Bryan Fogel and Sam Wolfson talk about their show “World of Jewtopia” at the Kimmel Center; 12/24 – (30:00), Owners of “Naked Chocolate” candy store show us how to make perfect hot chocolate. The Philadelphia Boys Choir sings Christmas carols; 12/25 – (30:00), The African Episcopal Church of St. Thomas sings Christmas carols; 12/29 – (30:00), Life coach Tom O’Brien of VersaFit studios talks about how to keep that New Year’s resolution; 12/30 – (30:00), Local chef Sharon Bennet cooks up soul food for Kwanzaa; 12/31 – (30:00), Sharon Pinkenson of the Philadelphia Film Office talks about the successful year the city had in terms of show-business – many movies and TV series were shot here in 2009.



**ENVIRONMENT – Topics in this category include reports on an easier way to compost and solutions to combat climate change.**

**Eyewitness News:** 10/23 – (1:15), A \$1.1 million project to install solar panels on Delaware Air National Guard buildings is making progress; 11/20 – (1:30), Five environmental groups have filed legal challenges to the U.S. Army Corps of Engineers' plan to deepen the Delaware River shipping channel; 12/4 – (1:40), Composting might be good for the environment, but it can be a challenge to get started. A new Philadelphia small business promises an easier way to compost by offering a green service that costs just ten dollars a month; 12/11 – (1:30), Some toys are looking a little different these days. Look closely, and you'll see they emphasize eco-awareness.

**Newsmakers:** 12/13 – (10:00), Matt Elliott of Environment New Jersey and Andrew Kleeman of EOS Energy Solutions have some answers about combating climate change, and how alternate energy sources, such as solar and wind, make the planet greener.

**GOVERNMENT – Topics in this category include reports on the election of Philadelphia's first African American district attorney and plans to overcome poverty in New Jersey's poorest city Camden.**

**Eyewitness News:** 10/1 – (1:45), New Jersey Gov. Jon Corzine said he's trimmed state government while continuing to fund vital services in tough economic times, while Republican challenger Chris Christie insisted he could do a better job of controlling spending as the two clashed Thursday during the first debate of the governor's race; 10/8 – (:25), A city-wide sales tax hike is now in effect in Philadelphia; 10/9 – (:40), Gov. Ed Rendell and the politically divided Legislature finally signed off on a state budget Friday night, resolving a multibillion-dollar, recession-driven shortfall and ending Pennsylvania's 101-day budget stalemate, the nation's longest this year; 11/3 – (1:15), Republican Chris Christie unseated incumbent New Jersey Gov. Jon Corzine in a heated contest; (2:30), Longtime assistant prosecutor Seth Williams has been elected Philadelphia's first African American district attorney; 11/16 – (1:45), More than 300 Pennsylvania state government employees are losing their jobs this week; (1:40), Gov. Jon Corzine declared states of emergency Sunday in six New Jersey counties battered by the recent nor'easter, one of the most damaging coastal storms in state history; 12/18 – (1:15), The cafeteria in Pennsylvania's Capitol was shut down and workers scoured the facility after health inspectors found evidence of a rodent infestation and dishwashing water that wasn't hot enough; 12/22 – (1:30), The weekend's record snowfall may prove to be a big budget buster for Philadelphia, which is already dealing with a serious deficit problem.

**Newsmakers:** 10/4 – (11:30), Michael Untermeyer, the Republican Candidate for Philadelphia District Attorney, talks about his plans for fighting crime in Philadelphia; 10/11 – (11:00), Barry Seymour, Executive Director of the Delaware Valley Regional Planning Commission, discusses his organization's long-range growth plan for the area; 10/18 – (10:00), Chris Daggett, the independent candidate for New Jersey Governor, explains his positions on cutting some taxes and expanding others while driving down

government costs; 10/25 – (9:30), Al Schmidt, the Republican candidate for Philadelphia City Controller, discusses the city's tax burden, the budget crisis, how he plans to make the city's government more cost-effective, and on being a GOP candidate in a predominately Democratic city; 11/1 – (11:00), Philadelphia City Controller Alan Butkovitz, the Democratic incumbent, explains how he's making the city more cost-effective and taxpayers more accountable; 11/8 – (10:30), Camden Mayor-Elect Dana Redd talks about changing the city's image, fighting crime, recruiting more businesses, and helping some of its citizens overcome poverty in New Jersey's poorest city; 11/15 – (10:30), Rep. Joe Sestak, (D) Pennsylvania, a candidate for the U.S. Senate, explains the House version of the health care reform bill. Sestak supports the measure. He also comments on President Obama's plans to send more U.S. troops in Afghanistan; 11/29 – (13:30), Sen. Arlen Specter, (D) Pennsylvania, a candidate for re-election, talks about health care reform ahead of the Senate vote. Specter supports the measure. He also discusses President Obama's plans to send more U.S. troops to Afghanistan and the detention of 3 hikers in Iran, one of whom is from Montgomery County, PA; 12/27 – (8:00), In a year-end, 2-part interview, Mayor Michael Nutter, (D) Philadelphia, recalls how he's been dealing with The Great Recession [Part 2 airs in 1<sup>st</sup> Quarter 2010]

**HEALTH – Topics in this category include reports on a new treatment for night eaters and more and younger women are being diagnosed with lung cancer.**

**Eyewitness News:** 10/5 – (1:30), Doctors say there are several effective over-the-counter and prescription strength topical treatments to fade age spots and prevent more; 10/6 – (1:30), A local nurse is getting a new version of colonoscopy at Jefferson Hospital that helps doctors find polyps other devices may miss; 10/8 – (1:30), A dental patient is trying a new product that quickly reverses the effects of Novocain used for dental procedures; 10/13 – (2:30), A local woman is thankful to be alive after she and her two month old baby nearly dying due to what doctors believe was H1N1 during the woman's last trimester of pregnancy; 11/4 – (1:30), A scary trend is growing – more and more young women are being diagnosed with lung cancer; 11/13 – (1:30), According to a new report, children are hit especially hard by food borne illnesses; 11/30 – (2:20), Medical Reporter Stephanie Stahl uncovers a Medicare policy flaw that everyone says doesn't make sense when it comes to coverage; 12/7 – (1:35), The National Cancer Institute's released a new report saying cancer rates are down across the board; 12/8 – (2:00), The antidepressant drug Lexapro is being tested in Philadelphia as a new treatment for night eaters; 12/15 – (1:40), Two new studies say the radiation from CT Scan machines is leading to tens of thousands of cancer cases a year; 12/18 – (1:30), New government numbers show more and more children are being diagnosed with autism.

**Talk Philly:** 11/4 – (30:00), Dr. Mehmet Oz talks about his ties to the Philadelphia-area and offers viewers simple health tips to follow on a daily basis.

**MINORITY/ETHNIC – Topics in this category include reports on racial and ethnic tensions at a South Philadelphia High School and displeasure from an Italian American group over alleged derogatory stereotypes being portrayed in a new MTV reality show at the Jersey Shore.**

**Eyewitness News:** 12/7 – (1:45), Approximately 50 students at South Philadelphia High School didn't go to class Monday following an attack on a group of Asian students; 12/14 – (2:00), Officials with Philadelphia's Human Relations Commission hosted a private meeting in hopes of easing racial and ethnic tensions at a South Philadelphia high school; 12/22 – (1:40), About 50 Asian American and African American students at South Philadelphia High School are among the newest members of the Philadelphia NAACP; 12/23 – (1:15), MTV is getting more pressure to cancel its "Jersey Shore" reality show with the latest criticism coming from the New Jersey Italian American Legislative Caucus, which says the show promotes derogatory ethnic stereotypes and is wildly offensive.

**PUBLIC HEALTH & SAFETY – Topics in this category include reports on the SEPTA strike and a recall on cribs which pose a suffocation risk to children.**

**Eyewitness News:** 10/2 – (2:58), Jim Osman and the I-Team probe into claims of an alleged contractor scam. A local construction company was paid by two New Jersey hospitals for building projects and then the construction company allegedly stiffed the subcontractors; 10/14 – (:25), The Ford Motor Company is expanding a big recall involving a defective cruise control switch that could catch fire; 10/20 – (:20), A botulism poisoning scare is forcing "Plum Organics" to recall a batch of it's apple and carrot portable pouch baby food; 10/30 – (3:28), Jim Osman and the I-Team discovered some drivers aren't following new traffic patterns recently instituted by the City of Philadelphia to make it easier for drivers and cyclists to navigate the local roads; 10/31 – (:30), A New York meat company is recalling more than half a million pounds of ground beef, which could be tainted with e-coli; 11/3 – (2:15), SEPTA's largest transport workers union is on strike after failing to reach a new contract during negotiations with the transit agency; 11/9 – (1:30), Maclaren has voluntarily recalled all of their umbrella strollers because the closing latch could pose a risk to children; 11/10 – (3:28), Jim Osman and the I-Team launched their own investigation into a nail salon in Vineland, New Jersey after learning employees perform an illegal procedure and use a banned chemical; 11/17 – (1:30), Police are trying to determine who has been tossing hefty debris onto traffic in Northeast Philadelphia; 11/23 – (3:06), Reporter Valerie Levesque takes a close look at women who drink and drive; 11/24 – (1:30), Over 2 million drop-side cribs, manufactured by Stork Craft, are being recalled because they pose a suffocation risk to young children; 11/25 – (:25), There's a new recall affecting Toyota concerning safety issues about the Tundra pickup truck; 12/3 – (2:54), Jim Osman conducted an I-Team investigation into runaway cars which exhibit brake failure. The problem is called sudden acceleration and it can affect various kinds of cars; but safety experts say it's happening too often to a number of late model Toyotas: Camrys, Avalons, Tacomas, Tundras, and Prius vehicles; plus three Lexus models; (1:30), A national expert on emergency room deaths says what happened to a dying man robbed inside a Philadelphia hospital ER raises serious question that need to be answered; 12/15 – (1:35), Health officials are recalling 800,000 doses of the H1N1 vaccine after tests indicated they may not be potent enough to protect against the virus; 12/29 – (:15), A voluntary recall of Tylenol arthritis medicine is expanding because of reports of a moldy smell that can cause nausea and stomach pain.



**RELIGION – Topics in this category include reports on Jewish holidays and a midnight mass by Roman Catholics to mark the birth of Christ.**

**Eyewitness News:** 10/4 – (:20), Jewish people in Montgomery County are celebrating the Jewish holiday of Sukkot; 12/11 – (:20), Tonight kicks off the Jewish Festival of Lights, 8 days of Hanukkah, and a large menorah has been set up on Independence Mall; 12/25 – (:20), Roman Catholics marked the birth of Christ with midnight mass at the Basilica of Saints Peter and Paul in Center City Philadelphia; 12/25 – (:20), The National Museum of American Jewish History held its "Being Jewish at Christmas" program.